



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-25-2012 PAGE: 1 of 1

STRATEGIC MEDIA PLACEMENT - 19184  
ATTN: WHITNEY EVERSOLE  
7669 STAGERS LOOP  
DELAWARE OH 43015

Contract No 403805	Contract Dt 10-25-2012	Revision Dt	Rev# 0	Advertiser GARGANIO AND O'BRIEN, ELECTION FUN	Brand BURLINGTON COUNTY FREEHOLDER	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 3087			CMS # 247357	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-26-2012	End Date 10-29-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247357				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 3087																				
1	10-26-2012	10-26-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30					1			1	1,500	1	1,500.00
2	10-29-2012	10-29-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30	1							1	1,500	1	1,500.00
3	10-28-2012	10-28-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)				9	30							1	1	700	1	700.00
4	10-26-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				7	30					1			1	3,800	1	3,800.00
																	Contracted Gross Total:		4	7,500.00
																	Actual Gross Total:		4	7,500.00
																	Agency Commission:			1,125.00
																	Net Total:			6,375.00
Month/YR			Preempted		Made Good		Contract Total		Adjustments								Actual Total			
Oct 12			0.00		0.00		6,000.00		0.00								6,000.00			
Nov 12			0.00		0.00		1,500.00		0.00								1,500.00			
TOTAL			0.00		0.00		7,500.00		0.00								7,500.00			

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood